

## Discussion on Significance and Effect of Illustration Art in Graphic Design

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**Abstract:** With the rapid development of economy, people's appreciation level and requirements for art have gradually improved. Illustration is closely related to people's daily life and it has been applied everywhere, in publications, films and television posters, game characters, advertisements, greeting cards, calendars, decorative paintings and so on. Illustration art, as an important form of visual communication in modern design, has the characteristics of intuition, vividness and authenticity, with bright color changes and great appeal, it has become an important way of expression in graphic design.

### 1. Introduction

The word "illustration" in Cihai is interpreted as pictures attached to books and periodicals, which can supplement the content and make it more appreciative. At present, illustration has been widely used in graphic and electronic media, commercial venues, public institutions, corporate advertising and so on. With the development of networked era and informatization, illustration is getting increasingly closer with graphic design. Through unique illustration art, the graphic design can have artistic appeal deeply which fully enriched the content and form of the works.

### 2. An Overview of Illustration Art

Illustration is a graphic language as an artistic form of information transmission, which can provide more vivid interpretation and explanation of the text. Illustration art has a long history, from the world's oldest cave murals to the Japanese folk prints "Ukiyoe" from the Edo period, they all show the development history of painting art.

The earliest illustration was developed with newspapers and books in the 19th century and the golden age of illustration began in the 1960s in the United States. It was greatly influenced by the Abstract expressionism, and gradually changed from concrete to Abstract, but illustration returned to the realistic form in the 1970s. In China, illustrations first appeared in the form of prints with the introduction of Buddhism. According to historical records, the paintings of the Dharani Sutra in Suzong period of Tang Dynasty is the earliest printmaking work in China. By the Ming and Qing Dynasties, illustration has achieved rapid development, and the engraving industry has risen in various regions of China. Illustration art has entered commercialization in the modern times because of the development of society and the emergence of new painting materials and tools.

Illustration can show the commodity itself or some part of it, and the distinctive characteristics of commodities, etc. The main ways of expression are photographic illustration, painting illustration and three-dimensional illustration. Photographic illustration is a common form of illustration, which can objectively show the characteristics of products. When making photographic illustrations, we usually choose to be indoors, arrange the background, and set off the main body of the shooting. It will not be affected by space, time, weather and so on. Painting illustration generally show the author's subjective consciousness, is able to handle and express the exaggerated emotions and humorous emotions, so a strong sense of innovation is needed from the illustrators. Three-dimensional illustration is often used in poster advertisement. It turns advertising creativity into three-dimensional form, and then make it available as a poster advertisement picture through photography. It requires poster designers and illustrators to have a high graphic design ability and three-dimensional composition foundation to show three-dimensional space fantasy on

two-dimensional paper surface.

### **3. The Relation between Illustration Art and Graphic Design**

Illustration art can bring the audience a strong sense of vision and arouse the audience's ideological resonance through its expressive techniques.

#### **3.1 Illustration is an important part of graphic design**

Graphic design, also known as visual communication design, uses "vision" as a way of communication and expression, and can create and combine pictures and words to express the designer's ideas or information. Generally, graphic designers will use font typesetting, visual art, layout, computer software and other technologies to achieve the desired effect of creation. On the other hand, illustration is a modern design and an important form of visual communication, it is an important part of graphic design, it can convey information in a clear and direct way, so that people can appreciate and feel the beauty and obtain the information in graphic design at the same time.

#### **3.2 Mutual promotion and influence**

Illustration art promotes and influences the development of graphic design and vice versa. The combination of the two can improve the corresponding expressive force, such as cartoon form in painting illustration, which can be divided into four categories: exaggerated illustration, satirical illustration, humorous illustration and scherzando illustration. No matter which cartoon form is used in graphic design, it definitely enhance the expressiveness and appeal of graphic design and also promote the development of illustration art in the meantime.

### **4. The Significance and effect of Illustration Art in Graphic Design**

#### **4.1 Supplementary content of graphic design**

Illustration art has changed the way of information expression in traditional graphic design. The vivid illustrations are used to supplement the single text content of graphic design and effectively express information for the audience. For example, in the design of the children's book "Hungry Caterpillars", using the combination of illustration art with text in the book, tells the story of how a small caterpillar can climb unimpeded from one country to another. The caterpillar in the illustration has a red skull and a green body, and when he is walking, he will stand straight and bow. Illustration makes the whole story lively and interesting, and deeply attracts children's interest in reading.

#### **4.2 Presenting the graphic design information**

Words and graphics are indispensable in Graphic design, and the graphics are illustrations. Illustrations can use pictures to show the content information which can not be directly described or fully expressed in text. The diversity, creativity and interestingness of illustration art in the graphic design can enhance the psychological feeling of the audience, and illustrations can show the content information of graphic design. For example, in the design of commodity packaging, the use of illustrations can effectively stimulate people's desire to buy, promote the information of commodities, and display the specific information to consumers. In general, illustrations in commodity advertisements use bright color and texture to show the characteristics of commodities, and the diversity of illustrations show different commodity information in different forms. Such as the package of the spicy beef noodles from Kangshifu, there is a bowl, inside is steaming hot noodles with red soup, and there are many pieces of beef and a piece of green vegetables on it. On the top of the bowl is a spoon and in the spoon is bright red pepper soup. The pictures not only fully shows the characteristics of spicy beef noodles, but also stimulates the desire of consumers to buy.

#### **4.3 Enhancing visual impact of graphic design**

Illustration is mainly an artistic form of expression that uses graphics to convey information.

Using graphics can enhance the visual impact of graphic design, simple graphics can leave a deep memory in people's mind with a high artistic appreciation. An excellent graphic designer can use illustrations to express the information and content flexibly in his/her works, and attract people's attention and communicate with people deeply. For example, many green cartoon illustrations have been used in the advertisement of Qingfeng Paper Towel, which gives people a strong visual impact, and makes people deeply impressed after seeing it. It is a good way to convey the advertisement message of "Clean for you, Qingfeng Paper".

#### **4.4 To endow Graphic Design with Emotion**

Illustration art can endow emotions in graphic design, display the theme and ideas of graphic design works in direct visual form, it is closer to people's lives, closer to people's emotions, so that people can feel the ideas better in the works from the graphics and understand the connotation of them. If there is no emotion in a graphic design, it means that the graphic design has no soul, it can not bring the feeling of beauty, and it lacks the artistic value of appreciation. Thus, using attractive illustrations can endow the artistic emotion in graphic design. It can accurately express the theme, and expand the profundity and extend the breadth of graphic design works.

#### **5. Conclusion**

In this commercialized society. Illustration art is an important art form that affects all aspects of people's life. Illustration art is an indispensable and important factor in graphic design, it combines pictures and words to express information, it enhances the visual impact of graphic design works, and it obtains the emotional and spiritual communication between graphic design and people. Illustration art gives the emotions of graphic design works, it can bring people the feeling of beauty and enhance the artistic value and appreciation value of graphic design works. In the development of illustration art, we should give full play to the diversity and interestingness of illustration art, break through the traditional design concept, improve the quality of illustration by improving the art accomplishment and professional quality of graphic designers, and enrich the content of graphic design with illustration art. Only in this way can we develop illustration art better and combine illustration art with graphic design organically. To promote each other and to develop together.

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